



# Rancho Reporter

Vol. 1, No. 35

"To inform and serve..."

Wednesday, July 19, 1967



**ROAD DEDICATED** -- Jerome Moiso, grand nephew and present generation namesake of Jerome O'Neill, dedicates Jeronimo Road, named after his grand uncle, by branding a concrete tablet in the center divider strip, using an "O" branding iron that once belonged to his uncle. Observing the dedication were from left: Mission Viejo Co. President Philip J. Reilly, Fifth District Supervisor Alton E. Allen and County Road Commissioner A.S. Koch.

## La Paz Plaza Fiesta Giving Five Dozen Prizes — Ole'

More than five dozen prizes are being given away in 13 separate drawings at the La Paz Plaza Fiesta, now in progress at the new Mission Viejo shopping center, through July 22, by the newly-formed La Paz Plaza Merchants Assn.

The prize list was announced this week by Fiesta Committee Chairman Willaim T. Wells, manager of the Mission Viejo

Branch of United California Bank. Assisting Wells in assembling the prize list were committeemen Kerry Bachital, manager of the Plaza's Thriftmart, and Albert Farnocchia, owner-manager of Plaza Home Center.

Heading the list is a three-day Acapulco vacation for two, the prize in the drawing staged by the association. Entry blanks are available at any shop in the plaza during Fiesta Week. The drawing will be at 5 p.m., Saturday, July 22. Entrants need not be present to win, Wells said.

In addition, one dozen other drawings are being held by each of the 12 firms located in the Plaza. Some merchants are staging daily drawings during Fiesta Week, while others will have them hourly on Saturday, the Fiesta Finale Day.

A partial list of prizes for the merchant's drawings include, The Butcher Shop, ten turkeys; Norm

Covington's Union Service, six 5-gallon certificates; Mission Viejo Golf Club, four dinners, round of golf for two; Morrison Pharmacy, Schwinn 2-speed tandem bike; Phillips Hair Fashions, two shampoo-set-haircut certificates; Plaza Home Center, Hamilton Beach Super Mixette electric mixer; and Thriftmart, portable butane refrigerator for patio or bar.

## Volunteers Needed For UCI Hypnosis Experiment

Volunteers are being sought at the University of California, Irvine to participate in a scientific experiment involving hypnosis and measurement of brain waves on a polygraph machine.

Men and women over 16 years of age are being sought for a standardized, group test of hypnotic susceptibility, administered by tape-recorded

## Links Mission Viejo to El Toro Jeronimo Road Section Dedicated to County

Mission Viejo dedicated to Orange County the first completed section of Jeronimo Road, Monday, July 10, providing a second link, besides the Santa Ana Freeway, between the new community of 3,000 and El Toro.

Mission Viejo, expected to grow to a city of 80,000 by 1980, is on a portion of the O'Neill Ranch, which straddles the Santa Ana Freeway between El Toro and San Juan Capistrano. The name "Jeronimo" was selected for the new thoroughfare by the O'Neill family in memory of Jerome O'Neill, who managed the ranch from 1911 to 1926.

His grand nephew and present-generation namesake, Jerome Moiso, dedicated the road by "branding" a freshly-poured concrete tablet in the center divider strip, using an old "O" branding iron once used by his grand uncle.

Representing the county at the dedication were Fifth District Supervisor Alton E. Allen, and County Road Commissioner A. S. Koch. Mission Viejo Co., developer of the new community, was represented by Philip J. Reilly, president.

"This road graphically demonstrates the Mission Viejo approach to creating a community," said Reilly. "We are paying our own way, putting in this road at our own expense. To date, it has cost approximately one-quarter million dollars, so we are saving Orange County taxpayers that much, just on this one phase of one roadway."

In its initial form, Jeronimo Road is a two-lane thoroughfare running approximately one mile from Lemon Street in El Toro to Cordillera Drive in Mission Viejo. It will be opened to thru traffic as soon as Cordillera is paved, which will be within two weeks, according to Reilly.

As the community grows, Jeronimo will grow with it, extending to Marguerite Parkway and widening to four lanes. It will then represent a total investment of about \$1.5 million, Reilly said.

An integral part of the county's master plan of arterial highways, Jeronimo will form one leg of a loop surrounding the initial portions of Mission Viejo. The other legs in the loop will be the Santa Ana Freeway, Marguerite Parkway, and Oso Parkway. Reilly noted that the state highway commission has budgeted the Oso Parkway and Santa Ana Freeway interchange for the 1968-1969 construction year, indicating that completion of this loop is not far off.

## School Board Doubles Budget

A 52% budget increase to accommodate a nearly equal increase in enrollment is tentatively scheduled in the San Joaquin Elementary School District.

Supt. Ralph Gates said enrollment is expected to reach 5,000 by midyear, a 49% increase over June. The district had 2,900 students last September and 3,350 in June.

Trustees will adopt the budget following a public hearing Aug. 3. The tentative general fund budget totals \$2,674,618.

W. G. Staples, of East Irvine, was elected to continue as president of the San Joaquin School District Board at its regular meeting last week. William M. Jeffrey, Jr., of East Irvine, was re-elected as secretary to the board.

## OC Raceway Opens Aug. 6

Mike Jones, of the Orange County International Raceway, was the guest speaker last week of the Kiwanis of Laguna Hills-Saddleback, where he spoke on automobile racing and showed a color film, with sound, entitled "The Champion's Way."

Grand opening of Southern California's championship drag racing course is scheduled for August 6 on the 117 acre facility adjacent to Santa Ana Freeway and near the Laguna Canyon Road. Regular programs, said Jones, will include Saturday and Sunday afternoon races with challenger events each Wednesday.

The Kiwanis Club of Laguna Hills-Saddleback was recently formed to care for members outside of Leisure World. The new organization will be officially chartered on the evening of July 22 in a ceremony taking place at the Newporter Inn with a social hour at 6:30 p.m. and dinner at 8.

Officers of the newly formed club include Maury Ramsey, president; Bill Wells, first vice president; Joe Carthey, second vice president; Bob Perdue, secretary and Dick Deichert, treasurer.

## News Briefs

**EAST ASIAN LECTURE** -- Ideas of North Vietnamese Premier Ho Chi Minh will be discussed Thursday, July 20 at 7:30 p.m. at UCI's Science Lecture Hall by Dr. George W. Kent, Asst. Professor of History at UCI.

**HIGH SCHOOL BOARD RECOMMENDATION** -- Jeff Lodder, representing homeowners from Mission Viejo and El Toro, recommended Mrs. Ruth Dicks, Chet Briner and Roger Howell to replace the vacancy on the high school board created by the resignation of Mrs. Mildred Windolph.

**SADDLEBACK JUNIOR COLLEGE DISTRICT** -- Trustees re-elected Hans Vogel, president; Michael Collins, vice-president; and Lou Zitnik, clerk at their annual organizational session last week.

Post Office  
Box 237  
El Toro,  
California  
92630

Bulk Rate  
U.S. POSTAGE  
PAID  
Santa Ana, Calif.  
Permit No. 358

RANCH  
mailed on  
to reside  
Irvine,  
Mission  
University

OCCUPANT  
26365 PALOMITA,  
MISSION VIEJO, CALIF.





## EDITORIAL: Congratulations To Mission Viejo Co.

Congratulations to the Mission Viejo Company and to the leadership of President Philip J. Reilly for taking the initiative in seeing that the first section of Jeronimo Road was constructed and paid for by private funds.

The Mission Viejo Company dedicated the first completed section of Jeronimo Road to Orange County last week during an official ceremony at a saving to the county taxpayer of approximately one-quarter million dollars.

Jeronimo Road is a two-lane thoroughfare running approximately one mile from Lemon Street in El Toro to Cordillera Drive in Mission Viejo. It will be opened to thru traffic as soon as Cordillera is paved, which will be within two weeks.

As the Mission Viejo community grows this--and other streets--will grow also, becoming an integral part of the county's master plan.

This newspaper has observed the Mission Viejo Company from the beginning and has been impressed with the ability of the company to get things done. This means that back of the company is brains who plan, money to do things right, and human leadership to see it gets done right.

## Chester Briner

### BLUE CHIPS...

#### THE VALUE OF MONEY

During the earliest days of man, money was unknown. Bartering was the method of exchanging goods. Money was invented for two reasons: to provide a medium of exchange and a storehouse of value. Money still performs these two duties. As a medium of exchange, it retains its value. As a "storehouse of value" however, the function of money is eroded by inflation.

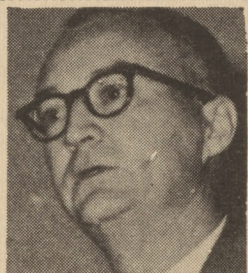
It has been the American way to be industrious, thrifty, and to "put some away for a rainy day." Inflation, however, can eat into the value of money set aside just as a bunch of rats can destroy grain stored in a shed.

Perhaps an example will best serve to illustrate the effects of inflation. A good friend of mine was a young minister in 1936. He received \$75.00 per month. Looking around him, he noticed that many elderly ministers, who had been working for years were approaching retirement age, were no better off than when they started. My friend decided that this would not happen to him. So, he "invested" in a plan that

guaranteed him \$3,000.00 when he reached age 60. His thinking was that he could start using the \$3,000.00 at that time, but, with dividends he could work it up to \$5,000.00 spread over the 5 year span until he was 65. By that time, he would be eligible for social security and would be sitting pretty.

What happened? He reached age 60 in 1966. He received the \$3,000.00, which had cost him \$2,250.00 over the years. So, he had a \$750.00 profit. However, he paid almost \$600.00 in taxes, so his profit was reduced to roughly \$150.00. Therefore, his \$3,000.00 was reduced to a little over \$2,400.00 and how far does that go today? When he was the young minister, \$3,000.00, or even \$2,400.00 was a lot of money. Today, it isn't even enough for food and rent or house payments.

There is a happy ending to this story. He "wised up" a few years later and started making investments in American industry. Consequently, in spite of inflation, he is in an enviable financial position.



## Roshan Sharma

### REFLECTIONS...

#### MORE ON PEACE MARCHERS

In my last column I wrote about the leaderless, aimless, and violent peace marchers of our present-day America. Today, I would like to go a little deeper into the cause and effect of protest.

As long as a political, or an economical, or a social, or a spiritual Utopia does not exist, the role of protest is going to be with us. This is a basic truth which we must all accept.

It is true our government was also created as a result to the British tyranny. In fact it was a violent protest against a government which did not represent the people of the thirteen colonies.

Our forefathers who created our Constitution knew human nature very well. They also understood the need for protest and the changes that result from protests. Consequently they wrote into the Constitution the guarantee for life, liberty and justice for all. But these are ideals.

Very few constitutions have been written which guarantee each individual such ideals as written into our Constitution. Yet we must not forget that we had to accept such changes as woman suffrage, abolition of slavery, and civil rights in our struggle to ensure life, liberty and justice for all.

This struggle would come to a dead halt if there was no protest in our society. But protest must also meet certain responsibilities. These responsibilities have also been changing with time. As civilization of man became more and more mature, the use of violence has become less and less with time.

This is clearly shown by Gandhi's victory over the British rule, hundreds of bloodless revolutions in the last two decades in other parts of

the world and numerous far-reaching constitutional amendments and social changes wrought upon us by the auto or the pills of various kinds in our own country.

If the protest movement of our country stays leaderless, aimless and becomes more violent, truth and civil liberties are the ones that will suffer.

## BEAUTY

... begins with a flattering hairstyle

## DeSilva's Hair Fashions

Tustin East Shopping Center  
at Red Hill & S.A. Freeway  
adjacent to Albertsons

838-6294



## VIEJO BARBER SHOP

Men's Styling & Ladies' Cutting

COMPLETE BARBER SERVICE

837-6200 - 26161 La Paz - Mission Viejo

## Henry's TV Service

offers UCB Master Charge



service center for all home  
entertainment appliances

Expert color - Black and White service

25035 MacKenzie St.

Laguna Hills

837-7838



Post Office Box 237, El Toro, California 92630

24975 Whisler

El Toro, California

Telephone: Area Code 714

News: 837-6500

Advertising: 837-6501 or 544-1532

The official newspaper serving the El Toro, Irvine, Laguna Hills, Mission Viejo and University Park area. The motto of the newspaper is to "inform and serve." Published weekly, on Wednesday.

Carl E. Venstrom.....

Editor and Publisher

Mike Wilde.....

Editorial Assistant

Janis L. Venstrom.....

Advertising Manager

Jeanne Jones.....

Asst. Advertising Manager

Subscription rate: \$4.00 per year

## YEAR END CLEARANCE NOW IN EFFECT



FULLY FACTORY  
EQUIPPED CHRYSLER  
NEWPORT 4 DR.

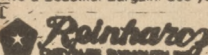
\$3344

INCLUDES FREIGHT

COMPLETE DISPLAY OF IMPERIALS, PLYMOUTHS  
BARRACUDAS

Drive a Beautiful Bargain See your Chrysler Dealer

1212 SO. EL CAMINO REAL  
SAN CLEMENTE, CALIF.  
92620-4103



EL TORO and LEISURE WORLD residents  
Please call toll free 837-6700

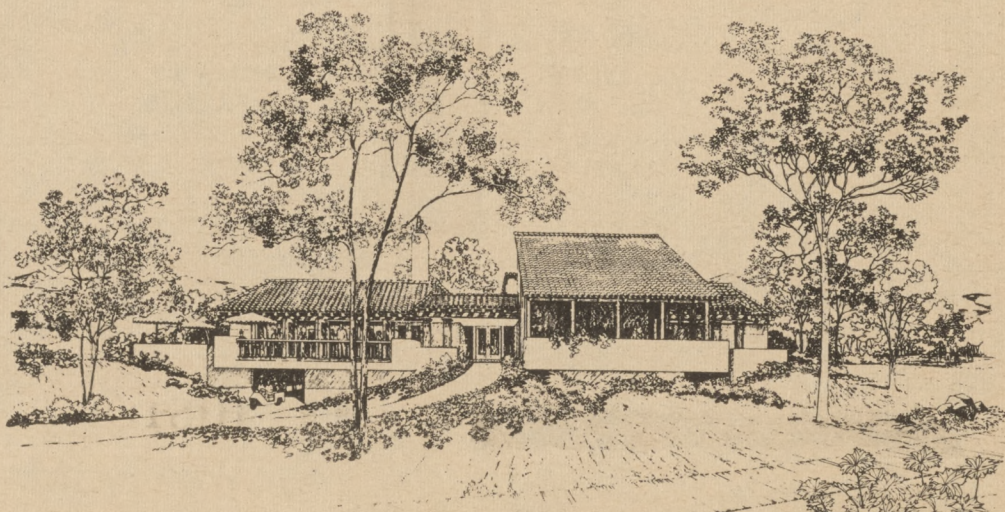
## Enjoy really good food?

## THE INN IS OPEN AT MISSION VIEJO

Dine overlooking the green fairways of the Mission Viejo golf course. Distinguished food. Relaxed atmosphere. Complete beverage service. Luncheon daily from 11:00 A.M. Breakfast and dinner, Wednesday thru Sunday, 7 A.M. to 10 P.M. Banquet facilities available. Reservations: (714) 837-9006. Santa Ana Freeway to La Paz Road turnoff. Enter Mission Viejo and follow signs to Golf Club.

## MISSION VIEJO INN

at Mission Viejo Golf Club







## Shopping

With Jan

By Janis Venstrom

I have been shopping around for business reasons the last few weeks and have been in the market for drapes and carpet to furnish our new Rancho Reporter offices. Here is a list of places to file in your mind for great savings on carpets lighting and draperies.

R-J Wholesale Distributors, Inc. has a showroom on the corner of 17th and Tustin Ave., Tustin. It is located right behind Rubens restaurant. These people deal mostly with large contractors that furnish model homes with lighting fixtures, drapes and carpeting.

With the volume of business they have, they are able to pass on tremendous savings to the individual buyer. Not too many people know about R-J but the ones who have purchased their wares, have saved considerably.

You can call them for any questions you might have concerning lighting fixtures,

drapes or carpeting by dialing 547-9244. Be sure to mention that Jan sent you.

\*\*\*

Stop in and see Coleen or Sandy at Crestmark of Laguna Hills for some fine savings on carpet remnants.

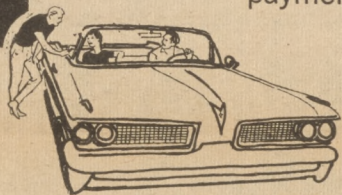
They tell me that if you have windows and floors, you should come to convenient Crestmark.

You will be able to take advantage of special low prices on quality carpet remnants and roll-ends remaining from Leisure World installations.

Courteous service and quality materials at great savings will be waiting for you when you shop at Crestmark.

**Advertise In The  
Rancho Reporter  
837-6501**

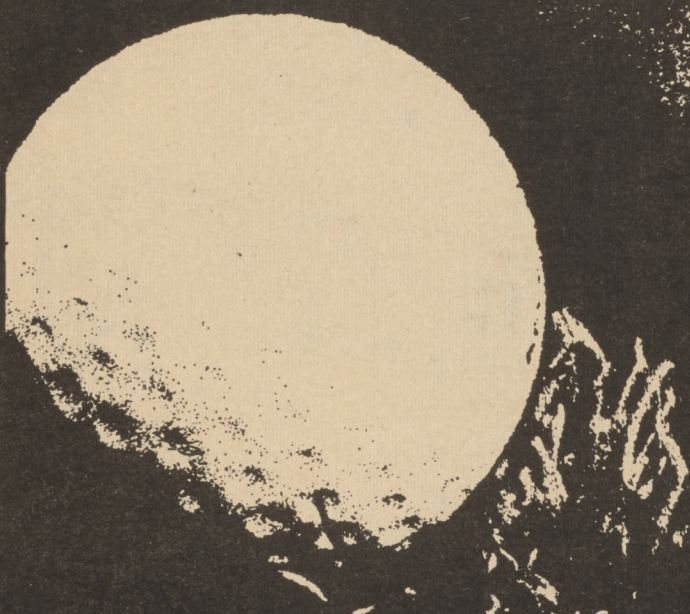
**4%**  
AUTO LOANS AVAILABLE



"the bank that does right by you"

**Saddleback  
NATIONAL BANK**

MEMBER F.D.I.C. AND FEDERAL RESERVE SYSTEM  
1ST STREET AND NEWPORT AVENUE • TUSTIN 544-9090



enjoy great golf

...at Mission Viejo Golf Club. One of California's finest new courses, designed by Robert Trent Jones. This challenging new 18-hole championship course is now open to the public.

• Restaurant and beverage service.  
• Complete golf shop open 7 A.M. 'til 1 hour after sunset.

• Club professional: Ed Wampler. Take Santa Ana Freeway South to La Paz Road turnoff. Enter Mission Viejo and follow the signs. Phones: Golf Club (714) 837-5433 Golf Shop (714) 837-5604

**MISSION VIEJO GOLF CLUB**

## Air California Files for Flights To San Jose and Oakland

Air California, now flying Electra Jets between Orange County Airport and San Francisco International, has filed an application with the Public Utilities Commission of the State

of California to provide service between Orange County, San Jose and Oakland.

The application was filed with the PUC on July 6, 1967. As yet no hearing has been set.

Air California began operation on January 16 of this year with direct service between Orange County and San Francisco. Thus far the line has flown over 100,000 passengers.

# LA PAZ PLAZA FIESTA

**JULY 17-22**

**Win a three day  
ACAPULCO VACATION for 2!**

Register For Over Five Dozen Additional Prizes In One Dozen Separate Drawings By Mission Viejo Merchants:

THE BUTCHER SHOP, TEN TURKEYS • CARRIAGE TRADE FABRICS, \$10 GIFT CERTIFICATE, FIVE \$5 GIFT CERTIFICATES • NORM COVINGTON'S UNION SERVICE, SIX 5-GAL. CERTIFICATES • LA PAZ CLEANERS, FOUR \$5 CERTIFICATES • MISSION FLORIST, TWO GREEN PLANTS • MISSION VIEJO GOLF CLUB, FOUR DINNERS, ROUND OF GOLF FOR TWO • MORRISON PHARMACY, SCHWINN 2-SPEED TANDEM BIKE • PHILLIPS HAIR FASHIONS, TWO ELECTRIC MIXERS, ECKO STAINLESS STEEL SERVICE FOR SIX, SUNBEAM CORDLESS WALL CLOCK, BLACK & DECKER 2 SPEED ELECTRIC DRILL, CHILDREN'S CROQUET SET • THRIFTMART, PORTABLE BUTANE REFRIGERATOR FOR PATIO OR BAR • UNITED CALIFORNIA BANK, FIVE SAFE DEPOSIT BOXES, FIVE BOXES OF NOTE STATIONERY, TWO BUTANE LOG LIGHTERS • VIEJO BARBER SHOP, SIX HAIRCUTS.

FIESTA FINALE DAY, SATURDAY, JULY 22 • MUSIC • REFRESHMENTS • BALLOONS • CLOWNS • MAGIC SHOW • GAMES

**Acapulco Vacation Drawing at 5 p.m.**

**La Paz Plaza - La Paz Road at Chisanta drive - MISSION VIEJO**

**Don't waste another summer**

**ENROLL NOW  
for summer courses  
at Chapman College  
on El Toro Marine  
Base**



Second Term runs from July 24 to August 25

### EDUCATION

- 113 Sociological, Historical, and Philosophical Foundations of Education
- 237 Practicum in Subject Supervision Elem. and Sec.
- 285 Federal, State, and Local School Organization
- 286 Legal Aspects of Education

**PLUS**

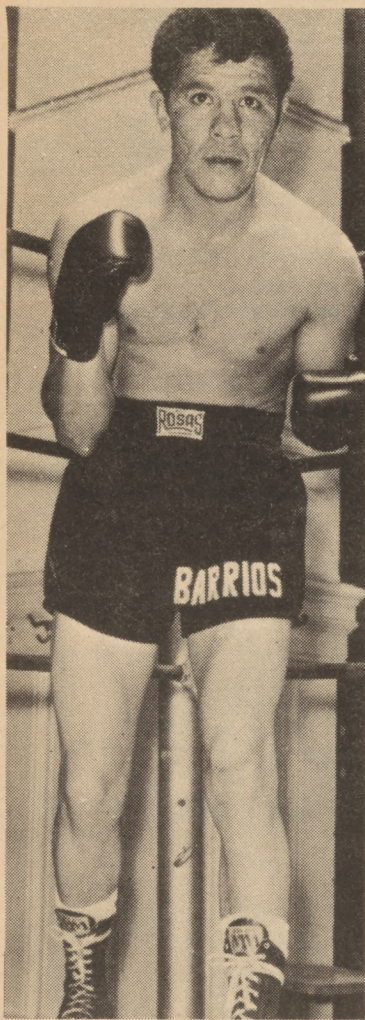
**ECONOMICS  
ENGLISH  
FRENCH  
GOVERNMENT  
HISTORY  
MATHEMATICS**

**PHILOSOPHY  
PSYCHOLOGY  
RELIGION  
SCIENCE  
SOCIOLOGY  
SPANISH  
SPEECH**

**Accredited  
College  
Transfer  
Courses**

Chapman College is offering fully accredited, college transfer courses in major fields on El Toro's Marine Base through the "Resident Center." Registration for the second summer session will be at the Education office, Library. Call 832-2568 for further information.





MANNY BARRIOS, featherweight champion of Mexico, battled the nation's tenth ranking featherweight, Dwight Hawkins, during a six-bout card which was presented by the Olympic Boxing Club in association with Tommy Walker, at the new Anaheim Convention Center, last Friday evening.



### St. George's EPISCOPAL CHURCH

El Toro Rd. & Whisler Dr.  
SUNDAY SERVICES  
8 a.m., 9:30 and 11:00  
(Childcare - Sunday School)

Call 837-7761  
WEEKDAYS  
11:00 a.m.  
CHURCH OPEN DAILY 9AM-6PM

### ABIDING SAVIOR LUTHERAN CHURCH (Missouri Synod)

Worship 10:30 a.m.  
Sunday School 9 a.m.

El Toro Community Hall  
Rev. Orville W. Schlueter  
Phone: 837-1991

## Mission Viejo Mens Club Plan Six Golf Tournaments

Six tournaments have been announced by Mission Viejo Mens Club for its first year of activity, July 1, 1967 to June 30, 1968. All play will be at Mission Viejo Golf Course.

Tournament Director Bob Minier reports that a Best Ball of Partners tournament led off the year's action last Saturday.

Next event will be the Best Ball of Foursome tourney September 9th. Players will make up their own foursomes for this one.

Biggest event of the year will be the President's Cup, with qualifying on October 1st and 15th, the first round on the 16th and 22nd, the second round on the 23rd and 29th, the third round on October 30th - November 5th, and the finals on November 11th and 12th.

The remainder of the events will

## Kiddie Movie At Olivewood

A movie "Stormy the Thoroughbred" and a Walt Disney cartoon will be shown in the multi-purpose room of the Olivewood School on Saturday, July 29.

There will be two showings of the films, one at 10 a.m. and one at 1 p.m.

The Olivewood P.T.A. is sponsoring the films and donations will be taken for 25c. Popcorn will be sold for 10c. For more information call Mrs. Nancy Blackmon, publicity chairman for the Olivewood P.T.A.

### MOUNT OF OLIVES

LUTHERAN CHURCH  
2477 2 CHRISANTA DRIVE  
MISSION VIEJO  
SERVING EL TORO AND  
LAGUNA HILLS

Church phone 837-7077

WORSHIP 10:30 A.M.

SUNDAY CHURCH SCHOOL  
9:15 A.M.

LA PAZ PRE SCHOOL  
AGES 2½ TO 5 YRS.

ROBERT H. LANGE, PASTOR



**lunch \$1.10**

107 N. EL CAMINO REAL  
SAN CLEMENTE

## MORRISON PHARMACY

"YOUR FAMILY DRUGSTORE"

Drugs

Cosmetics

Sundries

Photo Finishing

Greeting Cards

Candy

FREE DELIVERY — CHARGE ACCOUNTS

PHONE 837-1751

**LA PAZ PLAZA — MISSION VIEJO**



### John's Hardware

ALWAYS TRY JOHN'S FIRST

HARDWARE - PLUMBING - ELECTRICAL  
GARDEN TOOLS — (HARD TO FIND ITEMS)  
WITH SERVICE & HOSPITALITY

31815 Camino Capistrano  
San Juan Capistrano Phone 493-1031

take place next year: Partner's Criss Cross on January 13, Best Two Balls of Foursome on April 16, 36-Hole Medal Play Championship on May 4-5, and Member-Member Best Ball.

Minier indicated that there will be other club tournaments during the year, but they will carry separate entry fees, whereas the fees for all tourneys on the announced schedule are paid out of members' dues.

...

### The Pin Racque

For those who demand individuality

680 "D" Street 838-7100 in Tustin Square



ANGUS W. MACDOUGALL, JR.

IRVIN J. DUHN

For Those Who Care . . .

. . . we pledge to serve with loving care, honorably and ethically at exactly the amount incurred by the family selection.

MacDougall Family Mortuary

1610 EAST FIRST STREET, SANTA ANA, CALIFORNIA  
PHONE 543-9352



# Laguna Hills Television

CALL THE AREA'S FIRST TV SERVICE

Serving Mission Viejo, Capistrano Highlands, Trabuco, Irvine

First

Anniversary

# SALE

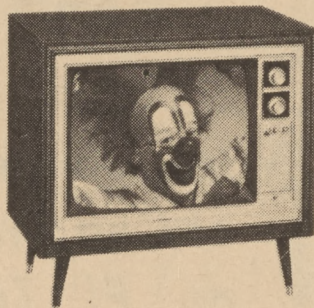
OPEN FRIDAY EVENINGS UNTIL 9

• Everything in the store on sale •

"this is our way of saying 'thanks' to all customers," says Vincent La Vertu, owner

**All televisions at cost  
plus \$50.00 or less**

• All radios at cost  
plus \$2.00



THE HARTFORD  
X4514  
Reg. \$559.67  
Sale: \$469.00



All New  
**ZENITH**  
Products

THE GREIG  
REG. \$379.95  
Sale: \$269.95



THE SHEBY X4212W  
REG. \$549.00  
SALE \$449.00

Color Black & White



Vincent La Vertu owner

### Anniversary Sale Drawing

come in and register  
during the SALE for  
drawing — no obligation  
to buy.

Refreshments served during sale

**Antennas installed in attic  
Co-Ax Cable Extensions**

Sales Room and Service Center  
Next door to El Toro Post Office

23582 El Toro Rd. El Toro

**837-0618**